



Town of Estes Park
P.O. Box 1200
Estes Park, Colorado 80517
www.estes.org

Lexy Jacobson
Events Coordinator
ljacobson@estes.org
970-577-3902

Kate Rusch
Public Information Officer
krusch@estes.org
970-577-3701

April 2, 2012

Promote your business and support Ride the Rockies

The Town of Estes Park is seeking sponsors for music performances, a photo booth, give-aways and more for the 2012 Ride the Rockies. Sponsorships levels range from \$50 to \$250 and provide an opportunity to promote local businesses through logos, banners, announcements and more. A sponsorship application is available at www.estes.org/events; please apply by May 11. For more information, contact Lexy Jacobson at 970-586-6104 or ljacobson@estes.org.

Estes Park is one of six towns that will host the 2012 Denver Post Ride the Rockies and its 2,000 cyclists during the week-long route in June. Riders will be in Estes Park the night of June 14 and the Town of Estes Park is spearheading efforts to organize the event. Ride the Rockies participants spend an average of \$250,000 in each community over a 24-hour period, and many participants will return as tourists as a later date.

Local businesses can also get involved in Ride the Rockies by donating prizes and coupons for a “spin-to-win” contest that will take place June 14. This is a great way to draw participants to your businesses. Contact Lexy Jacobson for more information at 970-586-6104.

Another option to gain visibility is by advertising in the Denver Post’s 2012 Ride the Rockies Event Guide. For more information, contact Dave Shultz at 303-954-1273 or dschultz@denverpost.com.

Ride the Rockies 2012 will begin in Gunnison June 10, with overnight stops in Hotchkiss, Carbondale, Leadville, Granby and Estes Park before ending its 442-mile trek in Fort Collins on June 15. The riders will arrive in Estes Park on June 14. This is the sixth time Ride the Rockies has traveled through Estes Park in the event’s 27-year history; the last was eight years ago.

To become a sponsor or learn about volunteer opportunities when Ride the Rockies comes to Estes Park, contact Lexy Jacobson, Events Coordinator with the Town of Estes Park’s Fairgrounds and Events Division at 970-577-3902 or ljacobson@estes.org. To receive Town news in your email inbox, please email townadmin@estes.org.

END